

THERE IS CLAIMED:

1. A method of accessing from a mobile telephone one of a set of services stored in a telecommunication network associated with said mobile telephone, in which method said service is determined by the geographical location of said mobile telephone and a service request including a short-code number supplied to the user of said mobile telephone.
2. The method claimed in claim 1 wherein, on receiving said service request, a control station to which said mobile telephone is connected supplies said short-code number and information relating to said geographical location of said telephone to a centralized manager associated with a central database.
3. The method claimed in claim 2 wherein said information relating to location is an identifier of said control station.
4. The method claimed in claim 1 wherein said services are stored in a local database associated with said control station to which said mobile telephone is connected.
5. The method claimed in claim 1 wherein short-code numbers are communicated to said mobile telephone in SMS messages so that the user can take note of them.
6. The method claimed in claim 5 in which said user produces a predefined user profile so that only short-code numbers corresponding to services matching said user profile are transmitted to said user.
7. A control station in a telecommunication network including means for communicating with a set of mobile telephones further including means for implementing a method of accessing from a mobile telephone one of a set of services stored in a telecommunication network associated with said mobile telephone, in which method said service is determined by the geographical location of said mobile telephone and a service request including a short-code number supplied to the user of said mobile telephone.
8. The control station claimed in claim 7 wherein, on receiving said service request, a control station to which said mobile telephone is connected supplies said short-code number and information relating to said geographical location of said telephone to a centralized manager associated with a central database.
9. The control station claimed in claim 8 wherein said information relating to location is an identifier of said control station.
10. The control station claimed in claim 7 wherein said services are stored in a local

database associated with said control station to which said mobile telephone is connected.

- 11.** The control station claimed in claim 7 wherein short-code numbers are communicated to said mobile telephone in SMS messages so that the user can take note of them.
- 12.** The control station claimed in claim 11 in which said user produces a predefined user profile so that only short-code numbers corresponding to services matching said user profile are transmitted to said user.